



D. P. FITZGERALD  
Area Manager - Operations  
North East Sales Area  
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**SENT VIA E-MAIL**

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Tim Gillespie	Todd McMahon
Rich Mittica	Colin Uffindell
Rory O'Rourke	Mike McHugh

**RE: 3rd Quarter Promotion Allocations**

Attached you will find spreadsheets required to update your 3rd Quarter/'97 allocations on D.P.C., High Volume Carton Outlet Promotions and Doral Supermarket Carton Promotions. Please follow the guidelines below when completing your allocation updates:

**D.P.C. (3-97DPC.XLS)**

- On the first sheet of the spreadsheet you should insert the quantity of VPR sheets, and displays required for Camel, Camel Menthol, Doral, Salem, Winston and Monarch. We realize several Regions utilize Monarch guns to sticker DPC product, so only request the number of VPR sheets you will need for each brand.
- Your overall D.P.C. plan should be built assuming we will launch Winston in June; however, this decision has not been made yet. The Winston allocation you submitted for 2nd Quarter (May - June), will still apply if Winston is launched, but will be considered a June - July allocation.
- The second and third sheets of the spreadsheet are for you to input the number of 6M cases by brand style on product to be pre-sniped. Guidelines for pre-sniped product remain as outlined below:
  - Doral D.P.C. - you have the ability to select a total of six brand styles; however, if at all possible, you should limit your selection to a maximum of four styles. It may be necessary for us to eliminate any requests for styles requiring small quantities on a National basis.
  - Camel D.P.C. - in the past, we have suggested that only the Hard Pack styles be utilized; however, you may select the styles that afford you the biggest opportunity to grow Camel share in your Region.
  - You still have the option to utilize the current Direct Account stickering program in accounts where small quantities of DPC displays are needed.

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**High Volume Carton Outlet Promotions (97hvctn.xls)**

This spreadsheet is split into the following two sheets:

- Carton outlets without pack opportunities: these outlets would only be included in carton offers, the top of the spreadsheet includes the quantities you submitted in preplanning, the bottom of the spreadsheet is where your revised quantities should be entered.
- Carton outlets with pack opportunities: these outlets would be included in carton and pack offers, as outlined above, revised quantities should be inserted on the bottom of the spreadsheet.
- You have the ability to change/update the number of outlets, as well as, the number of offers.

**Doral Supermarket Carton Promotions (dorsmkt.xls)**

The top of the spreadsheet outlines the quantities you submitted during preplanning. Your revised quantities should be inserted on the bottom of the spreadsheet.

You have the ability to change/update the number of outlets, as well as, the number of offers.

**Doral September B2G1F**

As in the past, I would appreciate you selecting the top six brand styles you would like to work in this promotion. Please rank your choices from one to six. I will attempt to meet everyone's main priorities and reduce the overall selection to the top four in the Sales Area. This should minimize any problems associated with VAP transfers, etc.

Your updated spreadsheets should be returned to me via e-mail on or before 3/9/97. I apologize for the quick turn-around; however, we must get your changes by this date to impact 3rd Quarter allocations.

Call if any questions.

*Don*

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# 1997 Supermarket Carton Promotion Allocations

Boston - 1100	242	12,100	0	0	0	0	0	0
New York Metro - 1200	100	10,000	0	0	0	0	0	0
Philadelphia - 1300	370	44,400	0	0	0	0	0	0
Buffalo - 1600	240	24,000	0	0	0	0	0	0
Pittsburgh - 1700	500	50,000	0	0	0	0	0	0
Cincinnati - 1800	600	60,000	0	0	0	0	0	0
Winston-Salem - 2100	800	80,000	0	0	0	0	0	0
Atlanta - 2200	327	50,500	0	0	0	0	0	0
Florida - 2300	796	87,700	0	0	0	0	0	0
Dallas - 2600	350	35,000	0	0	0	0	0	0
Richmond - 2900	500	50,000	0	0	0	0	0	0
N. California - 5100	494	14,900	0	0	0	0	0	0
S. California - 5400	1727	169,920	0	0	0	0	0	0
Seattle - 5600	1510	67,950	0	0	0	0	0	0
Houston - 5800	60	6,000	0	0	0	0	0	0
Chicago - 6200	150	15,000	0	0	0	0	0	0
Minneapolis - 6300	398	39,800	0	0	0	0	0	0
Denver - 6600	623	62,300	0	0	0	0	0	0
Detroit - 6700	338	33,800	0	0	0	0	0	0
St. Louis - 6900	400	40,000	0	0	0	0	0	0

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# 1997 Supermarket Carton Promotion Allocations

Boston - 1100	0	0	0	0	0	0	0	0
New York Metro - 1200	0	0	0	0	0	0	0	0
Philadelphia - 1300	0	0	0	0	0	0	0	0
Buffalo - 1600	0	0	0	0	0	0	0	0
Pittsburgh - 1700	0	0	0	0	0	0	0	0
Cincinnati - 1800	0	0	0	0	0	0	0	0
Winston-Salem - 2100	0	0	0	0	0	0	0	0
Atlanta - 2200	0	0	0	0	0	0	0	0
Florida - 2300	0	0	0	0	0	0	0	0
Dallas - 2600	0	0	0	0	0	0	0	0
Richmond - 2900	0	0	0	0	0	0	0	0
N. California - 5100	0	0	0	0	0	0	0	0
S. California - 5400	0	0	0	0	0	0	0	0
Seattle - 5600	0	0	0	0	0	0	0	0
Houston - 5800	0	0	0	0	0	0	0	0
Chicago - 6200	0	0	0	0	0	0	0	0
Minneapolis - 6300	0	0	0	0	0	0	0	0
Denver - 6600	0	0	0	0	0	0	0	0
Detroit - 6700	0	0	0	0	0	0	0	0
St. Louis - 6900	0	0	0	0	0	0	0	0

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# 1997 High Volume Carton Outlet Allocations

Boston - 1100	1	300	1	300
New York Metro - 1200	0	0	0	0
Philadelphia - 1300	0	0	0	0
Buffalo - 1600	44	11,900	44	13800
Pittsburgh - 1700	130	39,000	130	65000
Cincinnati - 1800	0	0	0	0
Winston-Salem - 2100	69	28,500	69	47500
Atlanta - 2200	0	0	0	0
Florida - 2300	11	3,900	11	6500
Dallas - 2600	65	19,500	65	32500
Richmond - 2900	81	24,300	81	40500
N. California - 5100	0	0	46	23000
S. California - 5400	0	0	15	7500
Seattle - 5600	14	2,800	14	7000
Houston - 5800	3	900	3	1500
Chicago - 6200	38	11,400	72	36000
Minneapolis - 6300	21	6,300	21	10500
Denver - 6600	0	0	0	0
Detroit - 6700	44	13,200	44	22000
St. Louis - 6900	108	40,700	106	60400

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# 1997 High Volume Carton Outlet Allocations

Boston - 1100	0	0	0	0
New York Metro - 1200	0	0	0	0
Philadelphia - 1300	0	0	0	0
Buffalo - 1600	0	0	0	0
Pittsburgh - 1700	0	0	0	0
Cincinnati - 1800	0	0	0	0
Winston-Salem - 2100	0	0	0	0
Atlanta - 2200	0	0	0	0
Florida - 2300	0	0	0	0
Dallas - 2600	0	0	0	0
Richmond - 2900	0	0	0	0
N. California - 5100	0	0	0	0
S. California - 5400	0	0	0	0
Seattle - 5600	0	0	0	0
Houston - 5800	0	0	0	0
Chicago - 6200	0	0	0	0
Minneapolis - 6300	0	0	0	0
Denver - 6600	0	0	0	0
Detroit - 6700	0	0	0	0
St. Louis - 6900	0	0	0	0

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# 1997 High Volume Carton Outlet Allocations

Boston - 1100	70	11,200	20,900	70	11,200	20,900
New York Metro - 1200	34	2,720	0	34	1,360	0
Philadelphia - 1300	54	4,320	14,700	54	4,320	25,800
Buffalo - 1600	89	11,400	29,900	89	10,960	26,700
Pittsburgh - 1700	103	8,940	30,900	103	8,940	51,500
Cincinnati - 1800	230	18,400	69,000	230	18,400	115,000
Winston-Salem - 2100	44	11,200	21,000	44	11,200	35,000
Atlanta - 2200	137	21,920	41,100	110	17,600	55,000
Florida - 2300	153	24,480	45,900	153	24,480	76,500
Dallas - 2600	135	21,600	21,000	135	21,600	40,500
Richmond - 2900	161	25,760	48,300	161	25,760	80,500
N. California - 5100	0	0	0	47	7,520	23,500
S. California - 5400	0	0	0	64	10,240	38,400
Seattle - 5600	155	12,400	31,000	155	24,800	77,500
Houston - 5800	65	10,400	19,500	65	10,400	32,500
Chicago - 6200	178	28,480	53,400	127	20,320	63,500
Minneapolis - 6300	129	20,640	38,700	129	20,640	64,500
Denver - 6600	0	0	0	330	52,800	165,000
Detroit - 6700	146	11,600	43,000	146	11,600	73,000
St. Louis - 6900	157	26,760	46,900	159	34,240	78,100

# 1997 High Volume Carton Outlet Allocations

Boston - 1100	0	0	0	0	0	0
New York Metro - 1200	0	0	0	0	0	0
Philadelphia - 1300	0	0	0	0	0	0
Buffalo - 1600	0	0	0	0	0	0
Pittsburgh - 1700	0	0	0	0	0	0
Cincinnati - 1800	0	0	0	0	0	0
Winston-Salem - 2100	0	0	0	0	0	0
Atlanta - 2200	0	0	0	0	0	0
Florida - 2300	0	0	0	0	0	0
Dallas - 2600	0	0	0	0	0	0
Richmond - 2900	0	0	0	0	0	0
N. California - 5100	0	0	0	0	0	0
S. California - 5400	0	0	0	0	0	0
Seattle - 5600	0	0	0	0	0	0
Houston - 5800	0	0	0	0	0	0
Chicago - 6200	0	0	0	0	0	0
Minneapolis - 6300	0	0	0	0	0	0
Denver - 6600	0	0	0	0	0	0
Detroit - 6700	0	0	0	0	0	0
St. Louis - 6900	0	0	0	0	0	0

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## Third Quarter 1997 DPC Allocations

Boston - 1100						
New York Metro - 1200 (1)						
Philadelphia - 1300						
Buffalo - 1600						
Pittsburgh - 1700						
Pittsburgh - ( Rite - Aid )						
Pittsburgh - ( Thrift Drug )						
Cincinnati - 1800						
Winston-Salem - 2100 (2)						
Atlanta - 2200						
Florida - 2300						
Dallas - 2600						
Richmond - 2900						
N. California - 5100						
S. California - 5400						
Seattle - 5600						
Houston - 5800						
Chicago - 6200						
Minneapolis - 6300						
Denver - 6600						
Detroit - 6700						
St. Louis - 6900						

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1/17/97

## Third Quarter 1997 DPC Allocations

Boston - 1100						
New York Metro - 1200 (1)						
Philadelphia - 1300						
Buffalo - 1600						
Pittsburgh - 1700						
Pittsburgh - ( Rite - Aid )						
Pittsburgh - ( Thrift Drug )						
Cincinnati - 1800						
Winston-Salem - 2100 (2)						
Atlanta - 2200						
Florida - 2300						
Dallas - 2600						
Richmond - 2900						
N. California - 5100						
S. California - 5400						
Seattle - 5600						
Houston - 5800						
Chicago - 6200						
Minneapolis - 6300						
Denver - 6600						
Detroit - 6700						
St. Louis - 6900						

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1/17/97